

USED CARS AT BARGAIN PRICES

Here is your opportunity to get a good rebuilt or used automobile at a sacrifice.



Used Car Bargains

- 1913 CADILLAC, 5-Passenger Touring
- 1912 CADILLAC, 5-Passenger Touring
- 1911 CADILLAC, 5-Passenger Touring
- 1910 CADILLAC, 5-Passenger Limousine
- 1913 COLE, 5-Passenger Touring
- 1913 RAMBLER, 5-Passenger Touring
- 1913 DE TAMBLE, 2-Passenger Roadster
- 1914 PACKARD, 5-Passenger Touring

A special arrangement in connection with the sale of these used cars makes it possible for the purchaser to secure one of them immediately for a cash payment with terms for the balance.

DEMONSTRATIONS ON REQUEST.

The Cook and Stoddard Co.

1138 Connecticut Avenue North 7810

Real Bargains in Used Cars

The big volume of business that we are doing on the Saxon car makes it necessary that we have all available space in our building. This is made possible only by keeping our stock of used cars down to a minimum.

Here are the bargains we have to offer:

NEW DODGE ROADSTER, DRIVEN BUT 100 MILES—
WILL SACRIFICE.

1912 CADILLAC—REASONABLE.

1913 OVERLAND—self-starter and electric lights—good condition—newly painted—will sell for \$300.

SEVERAL MODEL T FORD TOURING CARS—in good order.

Record Auto Co.

631 Mass. Avenue

Phone M. 23

THESE ARE REAL BARGAINS

Prices Will Be Raised April 25th.

- 1916 PULLMAN, perfect condition.....\$675
- 1916 KING, five-passenger; fine condition; cost \$1,190.....800
- 1916 KING, five-passenger, like new, cost \$1,190 \$925

This Week Only at Above Prices.

Wm. P. Barnhart Co.

1707 14th St.

Phone 196.

FOR SALE

- 1914 USED CADILLAC
- 1913 USED CADILLAC
- 1911 PACKARD "18" ROADSTER

All in good condition.

J. W. SULLIVAN,

The Filmore, 1219 New Hampshire Ave.

Present Year's Output of 1,000,000 Autos Leaves Much Room for Sale of Used Cars

Demand for Automobiles Which Have Seen Service but Are Repaired and Put in Good Condition Is Excellent—Shortage of Freight Cars Has Accentuated This. Dealers Consider Every Buyer as Prospect for Sales in Future.

By "SI" GROCAN.

Buying used cars is not today the gamble that it was a few years ago. Every dealer today who takes a second hand machine as part payment on a new car before he offers this car for sale again makes sure that it is in good condition. Most of them, in fact, go so far as to rebuild the car entirely and also give it a coat of paint. More than this, they stand back of the sale.

While their guarantee on a used car is not as broad as it is on a new machine, still when they sell a used car they feel morally responsible to the purchaser that the car must be as represented and if it does not live up to the claim made for it, it is up to them to see that it does.

There are some who, though in the market for a used car, are skeptical about buying from a dealer. They would rather buy from an individual. By so doing they imagine that they will get better value for their money.

New Buyer Is Prospected.

No dealer is anxious to take in a second hand machine. All would prefer that those who have cars to dispose of would attend to this matter themselves before making the purchase of a new machine. But since the exigencies of the business require that they must handle the used car they put the best foot forward and endeavor to give the purchaser his money's worth. It is to their interest to do so.

Each new buyer of a motor car is just one more prospect for them to work on. He is not always going to keep his present machine. When he wants another he will come to you. Never before has the demand for new automobiles been so great as it is this season. It is conceded on all sides that with an automobile production running over 1,000,000 cars this year, the output here as it will be, will be from fifty to seventy-five per cent less than the demand. This demand, which springs from every part of the country, is based on the general acceptance everywhere of the motor car as a necessity.

The automobile formerly has been viewed, at least in part, as a luxury. Now it is bought and used as an important factor in the promotion of business as well as for pleasure. The astonishing expansion of the motor truck industry is sufficient evidence that business houses throughout the nation have accepted motorization of their hauling problems as the logical solution of this expensive item of the business house.

Argues Well for Autos.

The demand for motor cars in Washington during the past two months has been greater than during the height of the selling season of any previous year. The freight car shortage has made it impossible for the dealers to receive cars as fast as they would like to have them. The outlying territory, which comes under the jurisdiction of the local agencies, has made unusual demands for cars. Farmers during the past eighteen months have been undergoing a period of exceptionally good times, crops have been good, and

the prices for produce have been the best. These facts, combined with the constantly increasing miles of good roads in Maryland and Virginia, have argued well for the sale of automobiles. Dealers in the outlying territory who last year did not sell half a dozen machines have already sold that many this season and their selling period is just commencing. In manufacturing centers, times are better today than they have ever been. War stocks have pushed the automobile within the reach of many.

There is one thing peculiar about the prospective buyer of an automobile. Once he has made up his mind that he wants a car he is not going to be satisfied until he has a machine. Perhaps he cannot get the car he wants, but he is going to buy something just the same.

With the trade finding it hard to supply the demand for new cars, it naturally has a tendency to increase the demand for used cars. The few warm days of the past week demonstrated this. Prospective buyers, when they found that they could not buy a new car and get immediate delivery on what they wanted, began looking around for a good used car. Having found something in this line that would meet their requirements, it did not take them long to close the transaction. Prices asked for used cars are not beyond the reach of many and, in some instances, arrangements can be made whereby a part of the purchase price can be paid down and the remainder on convenient terms.

Ask Lower Prices Here.

Dealers who have compared the prices asked for used cars in Washington to those asked in other cities, find the prices here are below the level of those asked in other cities.

Nevertheless, the used car here is not sold on the "As Is" basis that obtains elsewhere. In some cities the car is taken as it stands and is sold that way, the dealer stepping out from under any responsibility for its performance in the new owner's hands.

For the most part, and particularly with reliable and established firms, the used car is sold under conditions of contract that bear much relation to the agreements entering into the sale of any new car. The dealer cannot, of course, assume a service obligation quite so broad as the one put on the new car, but he does make specific arrangements in most cases to care for the used car buyer exactly as he would for the purchaser of a new one.

The car taken in trade usually is carefully examined and put into a good condition and then the prospective buyer of it is told exactly what it is and what it can be expected to do. The buyer usually will find, then, that he has been given a square deal and that his buy will give him full value for the money invested.

The ordinary used-car buyer overlooks one factor when he goes "shopping" for a used-car investment. That is, that any family that acquires a used car comes a potential possibility for a new car at some time in the future. The dealer who sells the car is not in business for today only, and the cumulative effect in the motor car is in precisely any other business.

Used Cars Great Value.

In other words, the motor car dealer who has sold, say, 1,000 used cars to well-satisfied customers is in consideration

ably better condition of affairs than the dealer who has never sold any used cars at all.

For he has a large majority of those former buyers who will come back to his place of business again, some to buy another used car perhaps, others to buy a new car. The 1,000 satisfied customers are, as a matter of fact, but a good many things in the aggregate, and it is safe to assume that this dealing will most likely be done with the dealer who gave them a good deal on the initial purchase of the used car.

That is where the used car has its greatest value for the dealer. There are more purchasers for each new car—so the distribution of used cars becomes a merchandising proposition. The dealer has opportunity through it to gain the confidence of a buyer just coming into the ownership of an automobile, and such are the pleasure and utility values of the motor car that the man who once owns one is not likely to be without one thereafter.

So when a dealer disposes of, say, 500 used cars in one year and 200 new cars in the same season, he has 700 motor car users on his books, and the important factor, as a result, is that anyone of these book records would show, in the fact that the names of those used-car buyers stare him in the face as better prospects for the further sales of the new cars he has the agency for than are the ones who have just acquired the new models themselves.

Advantages of Economy.

This is not difficult to understand. There are several reasons for such deductions. One is that the man who buys a used car in many instances makes the purchase solely for the purpose of making himself familiar with motor car handling, so that he will be able better to care for the new car he has in mind.

Another is that the time he cannot get delivery on a new car.

Another is that the used car, necessarily is one or two seasons old, unless one of the unusual bargains that he loots here and there in the row is taken advantage of, and this in itself is one of the factors that operate to make new car prospects of the used-car buyer.

The advantages of buying a used car, to begin with, are more, all told, than the single advantage of economy. In years gone by the purchase of an old car was pretty much a gamble, at least in some quarters, but that condition has been erased from the map of Washington map of automobile selling. At least it has been erased as far as the established, reliable dealer is concerned.

Engineers frequently say that an automobile does not get what they call "sweetened up" until its second year. It is an established fact that racing cars, for example, are not in the best condition after their first year. In years gone by the second season that could be got out of them during the first.

So many hold to the idea that a car that has been used for one year is actually in better condition than when it was just out of the factory shipping room. Certainly the car that has been overhauled by the dealer and put into first-class condition will give its owner a measure of service equal to the whitened-down investment put into it, because if the opposite state of affairs held forth the used car business would come to an end. Most any one knows what happens to a business that tries to fool all the people all the time.

SAFETY CARBURETOR PLEASES.

Feeds Pure Gas from Cold Gasoline Without Adjustment.

Just what the trend in the 1917 automobile will be is hard to surmise at this time, but according to one maker, the present situation on gasoline will be the cause of bringing out a number of motor and carburetor innovations which will be adapted for the use of kerosene. Already a carburetor which feeds pure gas from cold gasoline or kerosene without adjustment has been introduced, and it is claimed to be an unusual fuel saver. The new device is called the Sundeman safety carburetor, and a test made in the laboratories of the Automobile Club of America revealed its many noteworthy functions. For the new carburetor are claimed greater power, flexibility, and range, and it weighs but ten ounces. It is positively safe from backfire and leaves no residue.

CARBURETOR AND GAS.

High Price of Fuel Means That Care Must Be Taken.

The increasingly high cost of gasoline is undoubtedly causing car owners to give more careful consideration to the carburetor and its correct adjustment. And this reveals the interesting fact that the more perfect you get the mixture the greater the economy and efficiency—all of which means a clean motor, maximum power and least carbon. Hence increased carelessness regarding this feature is of value in more ways than one.

One of the most effective remedies for wounds is found in a powder made by Dr. Felix Mendel, of Essen, Germany. It consists of a mixture of ten parts of bicarbonate of soda, nine parts acetic acid (vinegar) and nineteen parts sugar.

Real Bargains in Used Cars

- 1915 Ford Roadster.....\$325.00
- 1913 Michigan Touring Car.....\$400.00
Equipped with electric lights and starter.
- 1914 Regal Touring Car.....\$375.00
Equipped with electric lights and starter.
- 1912 Maxwell Small Touring Car.....\$200.00
- 1912 Maxwell Large Touring Car.....\$300.00
- 1912 Paige Touring Car.....\$275.00
This car has been newly painted.

All of the above cars are in first-class shape mechanically. You owe it to yourself to see them.

The Selby Company

1805 14th St.

Phone N. 3749.

USED CARS

Of the Kind You Want Are Our Specialty

WE ARE not second-hand automobile dealers, but we sell owners' used cars that have not been abused. We will give you our honest opinion on these cars, as we are neutral. We sell on a small commission, or, in other words, are clearing-house brokers for used automobiles.

Our stock of used cars is the largest in the city and our quarters for caring for them are the most commodious. There is ample room to move around the car you are interested in.

If we have not the car you want we will do our best to locate it for you.

This Service Is a Decided Innovation.

--- THE ---
UNION GARAGE

623 G St. N. W. Phone M. 8596.

Distributors for Chalmers Cars

"Quality First"

BARGAINS IN USED CARS

We had TWELVE of these used cars, but since the list was furnished our advertising man, ONE has been sold.

This emphasizes the importance of acting quickly if YOU desire to be among the ELEVEN fortunate purchasers of these used cars.

All are in good condition and are big values. See them, it implies no obligation to purchase.

Packard Limousine, Tip-Top Condition and a Great, Big Bargain, \$500

- | | |
|---------------------------------|----------------------------------|
| PULLMAN, Touring Car.....\$325 | CHEVROLET, Touring Car.....\$350 |
| MARION, Touring Car.....\$325 | (Electric Lights) |
| FORD, Touring Car.....\$275 | FORD, Touring Car.....\$265 |
| DORT, Touring Car.....\$450 | FORD, Roadster.....\$250 |
| (Like New) | FORD, Touring Car.....\$250 |
| OVERLAND, Touring Car.....\$375 | FORD, Touring Car.....\$250 |
| (Electric Starter and Lights) | |

MILLER BROS.

AUTOMOBILE AND SUPPLY HOUSE
USED CAR DEPT., 829 14th St. N. W.

Bargains in Used Cars at Absolutely "No-Profit"

Our "no-profit" plan is simply a scientific principle of merchandising. We do not buy used cars at their lowest cash value and resell them at the greatest possible profit. We accept different standard makes of cars traded in on Kissel and Cole cars at their true market value and resell them after overhauling at the "take-in" price.

- Palmer Singer, 6 cylinder, 5 passenger touring.....\$850.00
- Oakland, 6 cylinder, 5 passenger touring.....\$775.00
- Haynes, 5 passenger touring.....\$600.00
- Chevrolet, 5 passenger touring.....\$525.00
- Oldsmobile, 7 passenger touring.....\$375.00
- Moon, 5 passenger touring.....\$375.00
- Maxwell, 5 passenger touring.....\$300.00
- E. M. F., 5 passenger touring.....\$225.00
- Parry, 4 passenger touring.....\$225.00
- Overland, 5 passenger touring.....\$150.00

Look these bargains over, you will appreciate their value.

We will make it easy for you to own one. Our responsibility is your guarantee.

Henderson-Rowe Auto Co.

1012 14th St.

Phone M. 3543.

The Washington Herald
Carries Automobile News
Seven Days a Week